

September 7, 2017

Non-consolidated Billings of ASATSU-DK Inc. (August 2017)

Billings for August 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,183	109.7%
Magazine	846	92.2%
Newspaper	1,075	100.9%
Television	12,806	114.6%
Radio	281	103.7%
Digital Media	1,819	119.8%
OOH Media	326	62.4%
Marketing and Promotion	3,843	113.7%
Creative	1,914	90.9%
Others	267	160.0%

Billings for January to August

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	202,581	100.2%
Magazine	6,993	94.0%
Newspaper	11,929	99.6%
Television	103,805	106.1%
Radio	2,003	87.3%
Digital Media	16,011	122.3%
OOH Media	6,638	99.2%
Marketing and Promotion	31,733	83.6%
Creative	21,776	93.6%
Others	1,690	109.9%

- * Billings smaller than one million yen have been rounded down, creating a difference between monthly billings and cumulative billings.
- * "Television" includes time, spot and content business.
- * "Digital Media" includes internet and mobile media. Digital Solution business such as web creation is included in "Marketing and Promotion".
- * "OOH(Out of Home)Media includes transit advertising, out door advertising and newspaper inserts etc.
- * "Marketing and Promotion" includes marketing, communications planning, sales promotion, event, PR, EXPO related business, and digital solution business.
- * Figures above were compiled based on the Company's flash report and are unaudited. It may, therefore, lead to differences between such figures and actual results of account settlements.

ADK-Parent's billings for September 2017 is due to be released on October 12th, 2017.